GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Planning Department **- Zero Poverty-P4**–Mapping of Bangaru Kutumbalu to GSWS staff within their clusters under the "Adopt a Family" segment to ensure effective coordination between Margadarsis and Bangaru Kutumbalu in the Zero Poverty- P4 Program-Orders –Issued.

Planning (X) Department

G.O.Rt.No.148 **Dated:10.09.2025**

Read:-

P4 Implementation Handbook (August 2025 | Version 2.0) issued by Swarna Andhra P4 Foundation (SAPF).

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ORDER:

The Government of Andhra Pradesh has launched a flagship programme called "Zero Poverty- P4"Program with the goal of eradicating poverty in the State by 2029 under Swarna Andhra vision 2047 through collaborative model involving Public,Private,People Partnerships. As part of this initiative, the top 10% of families in terms of economic and social well-being known as Margadarsis are encouraged to adopt and support the bottom 20% of families referred to as Bangaru Kutumbam, to facilitate their sustained upliftment. The P4 program has three different types of adoptions processes, one of which is Family Adoption. In this process, individual Margadarsis are encouraged to adopt one or more Bangaru Kutumbam families to provide personalized and sustained support.

2. Government, after careful examination of these circumstances and to ensure smooth coordination between Margadarsis and Bangaru Kutumbams, it is decided to assign clusters to each GSWS staff member within their Secretariat. On average each GSWS staff member shall be assigned 3 clusters and they shall be responsible for the Bangaru Kutumbams within those clusters. The staff member shall act as the primary liaison between these families and the adopting Margadarsis. These responsibilities shall be part of the official day-to-day roles and duties of the GSWS Secretariat staff, in addition to their existing tasks. In this regard, their duties shall include the following:-

a. Maintaining regular contact (at least weekly) with the assigned families.
b. Ensuring that families remain in consistent communication with their Margadarsi and that engagement does not inactive.
c. Supporting the facilitation of any assistance extended by Margadarsis to the Bangaru Kutumbam, if required.
d. Monitoring the engagement process and identifying any issues that require intervention.
e. Providing periodic updates on the status and progress of each family to SAPF and the government.

f. Coordination with CPO in a jurisdiction for seamless coordination regarding implementation of Margadarsi support.
g. Linkage between Margadarsis and Bangaru Kutumbam shall be established by GSWS through the Zero Poverty P4 portal
h. (https://zeropovertyp4.ap.gov.in/) as per the detailed SOP laid down by Swarna Andhra P4 Foundation (SAPF) vide P4 Implementation Handbook (August 2025 | Version 2.0)
i. The Standard Operating Procedure for adoption of family is appended as **Annexure. I**
j. District wise cluster allotment to GSWS Staff is appended as **Annexure. II**

3. A dedicated mobile/web application shall be deployed for this purpose, to be used by GSWS staff. The application will facilitate the mapping of Bangaru Kutumbam families to the concerned staff members, enable real-time tracking of interactions and support provided and serve as a central platform for recording periodic updates, monitoring progress and ensuring accountability in the engagement process.

4. The Director, GSWS, Vijayawada shall take necessary action to ensure the effective activation and continuity of adoptions under the 'Adopt a Family' segment of Zero Poverty-P4 program. However it is made clear that regular monitoring of the program at district and state level has to be done by planning department and the planning department will be responsible to make this activity a success.

5. The CEO, SAPF shall take necessary further action in the matter accordingly.

6. This order issues with the concurrence of the Department of GSWS through e-file bearing computer No.2944363 on dt:27.08.2025.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

PEEYUSH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Director, GSWS Department /The CEO, SAPF, Vijayawada
Copy to:
The Secretary, GSWS Department
The PS to Prl. Secretary, Planning Department
The PS to Chief Secretary.

//FORWARDED:: BY ORDER//

SECTION OFFICER

Annexure - I

Standard Operating Processor (SOP) for Adopting a Family

Objective:

The objective is to establish a standardized and uniform process for post-adoption engagement with families (Bangaru Kutumbam) thus ensuring accountability and consistency through the adoption and implementation process.

1. Mapping of Families to GSWS

a) 1 GSWS staff will be mapped up to 100 Bangaru Kutumbam adopted under the program.
b) A dedicated login for GSWS will be created, which would reflect the information of allotted Bangaru Kutumbam, their needs and Margadarsis who have adopted them.
c) GSWS staff will receive an alert on his login ID, every time a Bangaru Kutumbam is adopted in his/her jurisdiction.
d) Each GSWS staff will function under the Supervision of MPDOs, and overall activities will be monitored by GSWS and Planning Dept.

2. Establishing Contact with Each Family and Margadarsi

Residential Citizen/NRI adopting **less than 10 families**	Residential Citizen/NRI adopting **more than 10 families up to 100 families**	Residential citizen/NRI adopting **more than 100** families
Upon verification of the families by call centre, Margadarsi would be informed about the GSWS staff mapped to families adopted by them for effective coordination by the call centre.	Concerned CPO reaches out to the Margadarsi to initiate the meeting and facilitate the engagement process. • Bangaru Kutumbam families would be explained by the concerned CPO about the scope of engagement and set the expectations, after consulting with the Margadarsi**.**	Post verification, SAPF initiates a meeting between district representatives, the Margadarsi, and the GSWS staff of that jurisdiction. An MoU is worked out containing the following details: ▪ Commitment Area ▪ Scope of engagement ▪ Outcome Framework ▪ Timeline of engagement ▪ Metrics of Evaluation and KPIs

	• CPO may assign a relationship officer to high-volume donors for the ease of engagement and operational follow ups. • CPO will also introduce the concerned GSWS Staff in that jurisdiction to the concerned Margadarsi for seamless coordination.	It is advisable that a few representatives from the adopted families are also consulted at the MoU drafting stage. Once the MoU gets finalized, it should get communicated to all the adopted families through an in-person or online meetings with the Margadarsi before it gets operationalized.

a) The Margadarsis are encouraged to directly connect with the family regularly through the contact details provided in the portal.
b) CSRs, NRIs and High Impact Donors are encouraged to provide a local Point of Contact (PoC) to coordinate with the program officials and SAPF.

Special Case

The Needs Assessment Survey may identify multiple needs for a single Bangaru Kutumbam. In some cases, Margadarsi may choose to fulfill or support one or two of those needs, based on their capacity and interest. As a result, even after adoption, the Bangaru Kutumbam would still reflect on the portal to be adopted, unless all his needs have been addressed.

This can lead to a situation where the same family is adopted by multiple Margadarsis, each addressing different verified needs of that family (Bangaru Kutumbam). This layered support ensures that the family receives holistic assistance without overburdening any one donor.

3. Support Delivery and Utilization

3.1. Support Delivery

a) Support must align with the verified needs captured during the Needs Assessment survey.
b) Following are examples of support types that a Margadarsi may choose to offer to a Bangaru Kutumbam (list is indicative and not exhaustive):

Support Type	Mode of Execution
Untied Funds	Recurring or non-recurring payments
Training / Certification	Enrolment into empanelled skilling partner (NSDC, SERP, private)
Toolkits / Machines	Vendor delivery at block/district hub, photo verified by CPO
Stipend / Scholarship	DBT to institute or student bank account.
Mentorship	Margadarsi signs up for 30-min virtual connect every month
Market linkage	Helps SHG/products listing on some platform
Medical Assistance	Margadarsis who are medical practitioners can provide medical care or facilitate the process
Micro Enterprise Support	Provision of Seed fund, business plan etc
Pension	A monthly support to the family for livelihood
Agriculture	Soil testing via KVK or FPOs, share input planning, pest control methods and link to agri credit, market linkages, crop insurance
Legal Aid	File grievances or facilitate legal aid via paralegals. Help with land/pension/identity issues/Bail processing

c) In case of untied funds, amount above a certain threshold needs to be routed through SAPF to the Bangaru Kutumbam.

3.2. Guidelines for Bangaru Kutumbam Regarding Support Utilization

a) Use the financial or in-kind support strictly for the agreed purposes such as education, healthcare, housing, or livelihood improvement.
b) Actively participate in any training, skilling, or awareness programs arranged under the initiative.
c) Maintain clear records and acknowledgments of the support received for accountability.
d) Communicate regularly with GSWS staff or designated officials to report progress or challenges.
e) Provide honest feedback during field visits or through official channels to help improve the program.
f) Ensure that resources are not misused or diverted and are shared fairly within the family as intended.

4. Impact Monitoring

a) Following are the proposed metrics of evaluation to be pre-informed to the Margadarsi:

   i. Change in income (self-reported and validated by the GSWS)
   ii. Increased Education level (Training or Education Status)
   iii. Creation of new livelihood streams etc.

b) Based on the engagement metrics, the Margadarsi could upload self-attested proof of engagement (e.g.: mentorship log, geo tagged photo) on his dashboard available on the portal which will be further added into the quarterly reports.

c) CPOs and SAPF independently verify these proofs of engagement through the GSWS staff mapped to the families.

d) Quarterly Impact Reports to be generated and shared with the Margadarsi via:

   - Email/WhatsApp
   - P4 dashboard login

e) Reports will include:
   - Details of the support provided.
   - Outcomes of the engagement (increased income, skilling certificate, job landing etc.)
   - It will include personalized feedback from the Bangaru Kutumbam family to the concerned Margadarsi.

f) Random audits will be conducted periodically to assess the quality of engagement and measure the impact of the P4 program.

Monitoring Tool	Description
P4 Portal Dashboard	Real-time updates, progress tracking, and reporting for all stakeholders.
Quarterly Audit Reports (SAPF)	Monitor key growth indicators and compliance metrics across adopted families.
Community Feedback	Feedback collected via GSWS Staff, SAPF helpline numbers and email channels.

5. Grievance Redressal

Grievance	Remedial Action
Grievance Resolution Timeline	All grievances registered through GSWS or SAPF helpline must be resolved within 15 days.
Grievance Redressal Flow	Grievance → GSWS/ SAPF Helpline → SAPF CEO → CPO → GSWS → Ground Verification → Redressal
Quarterly Grievance Summary	Published on the P4 portal to ensure transparency and accountability.

6. Roles and Responsibilities

Roles and responsibilities of each actor in this process have been enumerated hereunder:

Actor	Roles & Responsibilities
Margadarsi (Donor)	• Adopt families and engage regularly • Deliver support aligned with verified needs • Upload proof of engagement • Respond to grievances
Bangaru Kutumbam	• Use support for intended purposes • Participate in training and services • Maintain records and provide feedback • Avoid misuse of resources
GSWS Staff	• Coordinate with 25 families in the respective area • Explain the Bangaru Kutumbam about the terms of engagement and set the expectations. • Monitor support usage • Take up grounding • Follow-up on quarterly basis on progress • Address grievances
CPO	• Initiate engagement for >10 adoptions • Assign relationship officers to high value donors • Introduce GSWS staff to Margadarsi • Verify engagement • Coordinate grievance redressal
SAPF	• Verify large-scale adoptions • Facilitate MoU meetings in case >100 adoptions • Conduct audits • Reassign families if needed

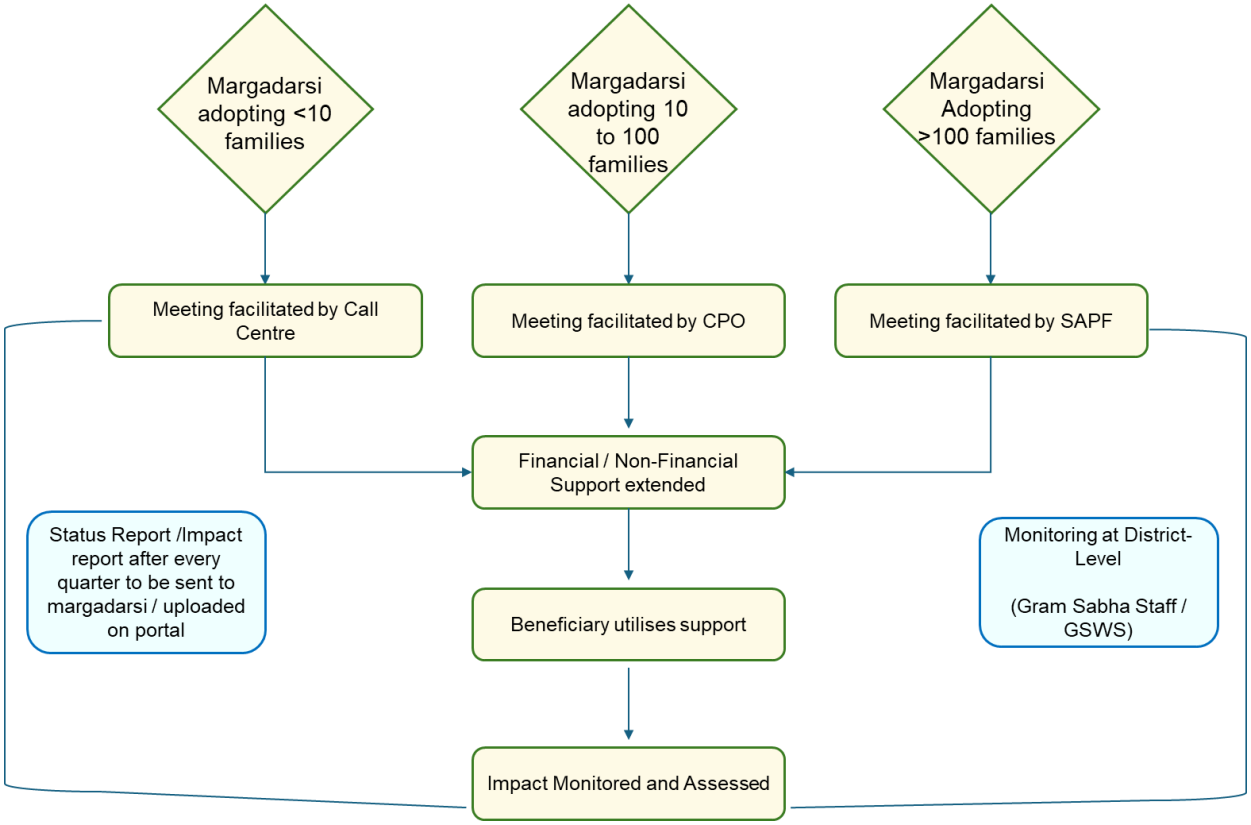
	• Maintain digital archives
Call Centre	• Verify donor intent for <10 adoptions • Inform Margadarsi about GSWS staff • Support portal access and communication • Alert CPO for follow-ups • Overall coordination and communication
Relationship Officer	• Serve as PoC for high-volume donors • Address donor concerns and facilitate coordination

7. Timeline

Timelines Table for the Adopt a Family Post Adoption SOP, summarizing key actions and their expected timeframes:

Activity	Timeline
GSWS staff alert after family adoption	Immediate (via portal notification)
Call center verification for <10 adoptions	Within 3 days of adoption
CPO Approval for 10–100 adoptions	Within 3 days of adoption
CPO initiation of Margadarsi for 10–100 adoptions	Within 3 days of adoption
SAPF verification for >100 adoptions	Within 3 days of Adoption
SAPF Initiates meeting >100 adoptions	Within 7 days of Adoption
MoU drafting and finalization	Within 15 days of engagement initiation
Support delivery	As per agreed timeline in MoU
Quarterly impact reports	Every 3 months
Grievance resolution	Within 15 working days of registration
Quarterly grievance summary publication	Every 3 months on P4 portal

8. Process Flow for Adoption of a Family



PEEYUSH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

Annexure-II

District wise Clusters allotment to GSWS functionaries

Sl. No.	District Name	Total Secretariats	Total Secretariat Employees	Total Clusters	Total Bangaru Families
1	ALLURI SITHARAMA RAJU	352	2834	5257	140465
2	ANAKAPALLI	522	3601	8057	79307
3	ANANTHAPURAMU	659	4563	7600	51631
4	ANNAMAYYA	498	3607	7070	72468
5	BAPATLA	476	3762	6920	69588
6	CHITTOOR	609	4125	7457	71326
7	DR.B.R.AMBEDKAR KONASEEMA	514	3545	7527	64215
8	EAST GODAVARI	506	3431	6829	67450
9	ELURU	604	4172	8593	71021
10	GUNTUR	566	4385	9640	116991
11	KAKINADA	618	4428	9134	77287
12	KRISHNA	506	3845	8117	77039
13	KURNOOL	669	4407	8240	90524
14	NANDYAL	512	3920	7129	49201
15	NTR	605	4152	9119	99347
16	PALNADU	537	3965	9635	121016
17	PARVATHIPURAM MANYAM	350	2748	5361	78345
18	PRAKASAM	717	5576	10477	109917
19	SRI POTTI SRIRAMULU NELLORE	767	5419	11103	118512
20	SRI SATHYA SAI	539	3507	6274	44244
21	SRIKAKULAM	731	5550	10385	99771
22	TIRUPATI	690	4936	9642	84397
23	VISAKHAPATNAM	605	4469	10162	104684
24	VIZIANAGARAM	626	4753	8633	81814
25	WEST GODAVARI	534	3543	6984	48472
26	YSR KADAPA	642	5068	8739	67605
Total		**14954**	**108311**	**214084**	**2156637**

The cluster mapping for each functionary under Secretariat wise is available in the link given below:-

http://zeropovertyp4.ap.gov.in/BhargoUploadFiles/EmployeeWithClusterMapping.xlsx

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